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Fall and Spring 1924-1925



Dean's Blue Ribbon Pansies  
the winner

# DEAN'S Flower Seed Catalogue

Dean  
Seed  
Company

Orlando, Florida



Mammoth Verbena, see page nine

# *Foreword*

In this little catalogue it is our object to give the reader some information that heretofore has been very hard to secure. We read northern seed catalogues and know that there are hundreds of annuals that will do as well in Florida and even better than in the northern states, but when to plant the different varieties is the question, and this information is what we propose to give.

While we are describing only a few of the prominent ones, do not conclude that others are not just as pretty, for in the eyes of some they would be more desirable. It all depends upon the purpose for which they are to be used. In ordering from this catalogue, remember, we prepay postage on as much as \$1.00. Less quantity, add 5c for postage and if C. O. D. add 10c for C. O. D. charges.

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## *Beautify Your Home*

Among the choicest flowers scattered over the earth are many whose lives are short. They sprout, grow, flower and then die, but beside producing seed, the very aim of their existence is to produce beauty and fragrance for man. These plants are called annuals,—the more you pluck them, the more abundant are the blooms. Some of this class which succeed when planted in the Fall, are the following: Petunia, Pansy, Argeratum, Phlox, Nasturtium, Balsam, Verbena, Cosmos, Asters, Marigold, Snapdragon, Sweet Peas (special for Florida), Larkspur, Poppies, Stocks, Daisies, Portulacca, Chrysanthemum, Carnations, Calliopsis, Dianthus, Love-in-the-Mist, Candyturft, Cornflower, Clarkia, Blue lace flower, Marvel of Peru, Blanket Flower, Baby's Breath, Lobelia, Luupin, Salvia, Salpiglossis, Scabiosa, Wishbone Flower, Swan River Daisy, and Schizanthus.

Whether you own your home or renting, you should resolve to make it a homelike place where flowers add their gentle touch. The above are some important ones which can be planted from September to February.



## Dean's Choice Anthirrhinum (Snapdragon)

For fall planting in Florida there is none better and for gorgeous coloring few flowers can match snapdragons. The flowers are of very large size, very fragrant and are produced on immense long spikes, which render them extremely well adapted for cut-flowers. They are easily raised from seed in any rich, sunny bed.

Tall Giant Dean's Flowering, 24 to 36 inches

Appleblossom. A charming pink shade on a white ground, with a white throat.

Brilliant Scarlet.

Butterfly. Striped.

Coral Red. Dark rose.

Delicata. Delicate rose with white throat.

Delila. Carmine and yellow, with white throat.

Garnet.

Golden King. Yellow.

Lovely. Delicate rose with pink lip.

Queen Victoria. White shaded cream, with lemon colored lip.

Rose Queen. Brilliant rose pink.

Majus Grandiflorum mixed.

Dean's Special Mixture of Snapdragons, includes all these and many other charming varieties and a packet will furnish you with a never ending color combination of long-stemmed cut flowers suitable for home, church or hospital decoration. 1 oz. \$1.25; 1-4 oz. 40c; 1-8 oz. 25c; Pkt. 15c.

Sow from October to February



Snapdragons

## Dean's Giant Asters

The flowers are of immense size, usually measuring from four to five inches in diameter, and borne on stems twelve inches or more in length. Their lasting qualities when cut are unsurpassed. The petals of the refined and beautiful flowers are most attractively curled and twisted, resembling choice Japanese Chrysanthemums. The plants are of strong branching growth and usually attain a height of from two to two and one-half feet.

White, Lavender, Shell Pink, Dark Blue, Rose Pink, Purple and Crimson.

Each of the above, pkt. 10c, any 3 pkts., 25c. Mixed, all colors, pkt. 10c.

### Dean's Crown Asters

Large flowered variety, each bloom of which has a clear white center. It is wonderfully attractive. Mixed, all colors, pkt. 10c

### Dean's Giant Branching

Beautiful asters for cut flowers. Quite different from any other asters known. The branching habit is accompanied with great vigor of growth and profusion of bloom. The flowers are very large, very double, borne on long, stiff stems, and the colors clear and handsome.

White, Peachblossom, Flesh pink, Rose pink, Crimson, Mid-Blue, Lavender, Dark Violet, Purple.

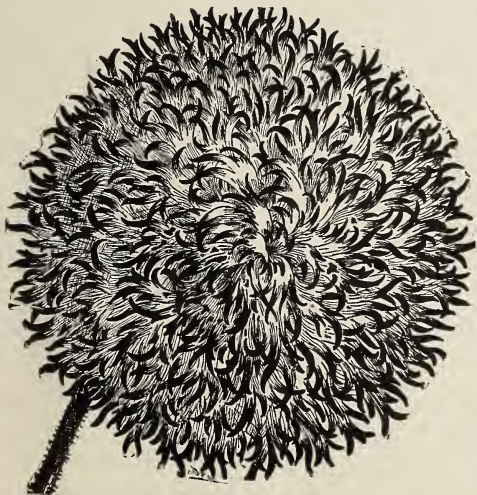
Each of the above, Pkt. 10c.; any 3 pkts, for 25c. Mixed, all colors, Pkt. 10c.

### American Beauty Asters

Sensation. Bushy and branching plant about two feet high, flowers double and incurved, resembling a Dahlia and the flower a lovely cardinal red. The flowers are wonderfully attractive in the garden when cut and used under artificial light the effect is charming. Pkt. 15c., Oz., \$1.50

### HEDGES FROM SEED.

Marvel of Peru (Four O'clock), Salvia (Flowering Sage), Kochia (Summer Cypress or Burning Bush).



## Aster (Crego Type)

### Dean's Excelsior Mixture of Tall Asters

This is a mixture of the most beautiful, striking and distinct colors of all the tall-growing asters. Selected from the cream of the tall varieties and others especially purchased for this mixture. This is the finest mixture of Tall Asters in existence, and the most critical lover of this flower will be astonished at the wide range of colors and varieties given in this truly Excelsior strain. 1-8 oz. 50c; large pkt., 25c; pkt. 15c.

Sow Asters in Florida from October to February. Good cultivation is necessary.

## Dean's Giant Candytuft

These Candytufts are of fine habit and profuse bloomers. They soon flower from seed and remain long in beauty. For massing in flower beds and borders and for edgings they are admirably adapted, while for cutting, the flowers are greatly prized.

**Dean's Hyacinth-Flowered White.** 1 ft. A grand border plant, bearing very large, bold spikes of snowy white flowers, habit, sturdy and compact. This is an especially select stock. Oz. 85c; 1-4 oz., 25c; pkt., 10c.

**Empress.** Pure white splendid cut flower. 5c  
**Queen of Italy.** 8 in. The plants form dwarf bushes covered with large pink blooms. Pkt 10c.

Mixed Candytuft, oz .50c.  
Plant from November to March.

## Calendula 1 ft.

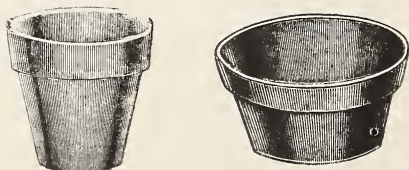
One of the best and showiest free-flowering hardy annuals, growing in any good garden soil, producing a fine effect, in beds or mixed borders, particularly bright in late fall and winter; valuable also for pot culture, blooming freely in winter and early spring.

**Officialis, Orange King.** The outer petals are slightly imbricated, while those of the center are curved like those of the peony. Color glowing orange. Pkt. 10c. Plant from October to April.

## Calliopsis 6 in. to 2 ft.

Very graceful border plants, supplying throughout the summer an abundance of elegant showy flowers which are greatly prized for bouquets and vases. They will thrive anywhere, even in city gardens, where their bright colors are highly appreciated.

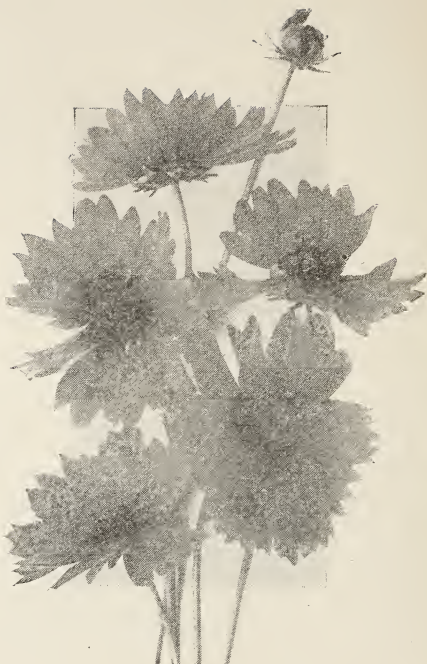
**Crown of Gold (Coronata Maxima.)** Splendid cut flower. Pure golden yellow, 2 inches across on long, wiry stems, hardy and blooms nearly all season. Pkt. 10c.



FLOWER POTS

We stock the following sizes:

2 1-2 in Pots.	
4 in. Pots,	60c doz.
5 in. Pots	\$1.10 doz.
6 in. Pots	\$1.65 doz.
8 in. Pots	\$2.50 doz.
10 in. Pots	\$7.50 doz.
12 in. Pots	\$13.75 doz.



**Golden Ray.** 6 to 8 in. Flowers golden yellow with dark purplish-brown center. Pkt. 10c.

**Dean's Special Mixture Calliopsis.** This is the most pleasing mixture offered. It contains all the desirable sorts and colors of these beautiful flowers. A great number of kinds have been especially selected for it. 1-2 oz., 30c.; Pkt. 10c.

Plant from November to March.

## Carnations

The Carnation has long been prized as a hardy border flower. Being hardy, free-flowering and easily grown either in flower beds, borders or pots it is one of the most valuable and beautiful of all flowers and a favorite with everyone. Plants raised from seed bloom more profusely than propagated plants, and are therefore to be preferred.

**Double Giant Margaret Mixed.** Flowers of very large size, measuring 3 in. or more in diameter; colors include all the shades of white, pink, crimson and striped. Upright growth requiring hardly any support. Pkt. 100 seeds, 15c.

Plant from October to February.

## Seeds as Gifts

You can "Say It With Flowers" in a way that will be long remembered. What will give more lasting pleasure to your gardening friend than a few packets of rare flowers? Include your card with your order and we will forward to any address in a neat parcel prepaid with your card.



# Cosmos

4 to 6 Feet

This beautiful annual is one of the most showy and useful of our garden plants. Plants are very bushy and compact. Flowers are borne on long, delicate stems and are similar to single Dahlias. Foliage very finely cut.

## Late or Giant Flowered

For sowing in Florida, this is the variety.

Crimson. Pkt. 5c.

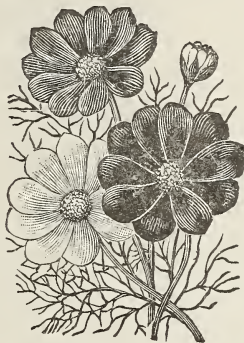
White Lady Lenox. Pkt. 10c.

Pink Lady Lenox. Pkt. 10c.

Giant Mixed. 1-2 oz., 15c; Pkt. 5c.

Klondyke. A gorgeous yellow flower with very handsome foliage more coarsely lacinated than others. Pkt. 10c.

Sow July to September



## Daisy Collection

For Fall and Early Spring Planting

These simple flowers appeal to many. With the exception of the Bellis or English Daisy all have a single row of petals around a center of a contrasting shade. Nearly all have long stems and are excellent for cutting.

### Annuals

Arctotis Grand's (African Daisy) Pkt. 10c

Bellis Perennis Fl. Pl. (English Daisy). Mammoth mixed. Pkt. 15c.

Brachycome (Swan River Daisy) 8 in.

Mixed, blue, pink and white. Pkt. 10c.

Chrysanthemum (Single Annual) Mixed. Pkt. 10c.

Frutescens (Paris Daisy) Pkt. 10c.

Dimorphoteca Aurantiaca (Orange Daisy) Pkt. 10c.

### Perennials

Agatheae Coelestis (Blue Daisy). Pkt. 10c

Anthemis Kelwayi. Pkt. 10c.

Shasta Daisy Alaska. Pkt. 10c.

Pyrethrum Roseum Hybridum Grandiflorum (Painted Daisy) Single mixed. Pkt. 15c.

## Lupinus

2 foot

This flower also seems to be a native, they do so well in Florida. They are free flowering, easily grown annuals, with long graceful spikes of rich and various colored pea-shaped flowers; valuable for mixed borders, beds and for cutting; prefers a little shade.

Hartwegii, White. Pure white flowers. Pkt. 10c.

Oxford Blue. Dark Blue. Pkt. 10c.

Cambridge Blue. Light Blue. Pkt. 10c.

Roseus. Rose colored flowers. Pkt. 10c.

Annual Yellow. Beautiful canary yellow.

Tall Annual Varieties, Mixed. 1 oz. 30c; Pkt. 15c.

## Gypsophila

2 foot

Graceful plants of light fairy-like growth. Much in demand for cutting and combining with other flowers for bouquets and vases.

Elegans Grandiflora Alba (Angel's Breath). This is an improved large-flowering, pure white, of free, easy growth. Several sowings should be made during the season to keep up a supply. Oz. 50c; 1-2 oz., 20c. Pkt. 5c.

## Lobelia Erinus Compacta

This charming plant forms compact little bushes about 6 inches high and are fairly sheeted with bloom throughout the season. Highly desirable for edgings, ribbon bedding and garden decoration as well as for pot culture.

Mixed Colors. 1-8 oz., 20c.; Pkt. 5c. Sensitive to much heat. Plant in fall.

## Gaillardia (Blanket Flower)

This should really be called a Florida native, they do so well in our climate. Planted Fall and Early Spring, they bloom all the summer and far into the following fall with a continuous profusion of brilliantly colored flowers, red and yellow predominating. Of easy culture, sow where they are to remain.

Amblyodon. Deep red. Pkt. 10c.

Picta Single Mixed. Pkt. 5c.

Lorenziana Double Perfection Mixed.

Large handsome heads of double quilled flowers in rich shades of red and yellow. Pkt. 5c.

# DWARF NASTURTIIUM

There is no flower that will do so well in Florida during the fall and spring months as the Dwarf Nasturtium. Their growth is neat, compact and are splendid for borders or beds. They are excellent for cut flowers and the more they are cut the more they will bloom. If you live in Florida don't be without this wonderful flower. They commence to flower in the early fall and continue until the hot summer months, never failing to give abundant satisfaction. We have these both in individual and mixed colors. Plant from October to March.

**2300 AURORA** Bright chrome-yellow flowers attractively veined with purplish carmine. Pkt. 10c; oz. 20c; 4 ozs. 60c.

**2302 DWARF BEAUTY.** The large flowers are glowing oranges with suffused scarlet markings. A very attractive combination of intense colors. Pkt. 10c; oz. 20c; 4 ozs. 60c

**2313 CLOTH OF GOLD.** The bright golden yellow leaves form most attractive compact plants above which the brilliant scarlet flowers stand out with a sharp but pleasing contrast. Pkt. 10c; oz. 20c; 4 ozs. 60c; lb. \$2.00

**2315 CHERRY ROSE** (*Caruleum roseum*). The flowers are of an unusual and distinct shade. They are rich cherry-rose and always of the largest size. Pkt. 10c; oz. 25c; 4 ozs. 75c; lb. \$2.50.

**2324 EMPRESS OF INDIA.** This variety shows a fine contrast between the rich salmon-scarlet flowers and the deep purplish green leaves. One of the finest for borders or beds. Pktt. 10c; oz. 25c; 4 ozs. 75c; lb. \$2.50

**2329 GOLDEN KING.** This is a very fine rich glowing orange-yellow and blends well with the dark purplish green foliage. Pkt. 10c; oz. 20c; 4 ozs. 60c; lb. \$2.00

**2333 KING OF TOM THUMBS.** Glowing pure scarlet flowers of large size and perfectly rounded shape. Pkt. 10c; oz. 20c; 4ozs. 60c; lb \$2.00.

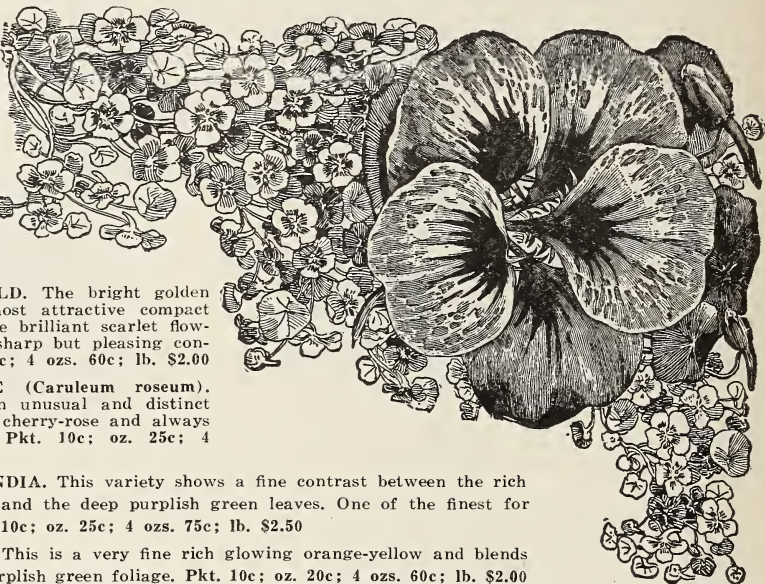
**2335 KING THEODORE** A fine variety with dark green foliage and rich, velvety crimson flowers. Pkt. 10c; oz. 20c; 4 ozs. 60c; lb \$2.00

**2339 DWARF PEARL** The large flowers are light lemon-yellow shading to a faint primrose. Most attractive. Pkt. 10c; oz. 20c; 4 ozs. 60c; lb \$2.00

**2350 VESUVIUS** The flowers are large; of fine form. The petals are salmon-rose, heavily veined with salmon orange. Pkt. 10c; oz. 20c; 4 ozs. 60c; lb \$2.00

**2360 Golden Midnight** The foliage is light golden yellow and the flowers are dark red. Borne on long stems. Pkt. 10c; oz. 20c; 4 ozs. 60c; lb. \$2.00.

**2354 DEAN'S GORGEOUS DWARF MIXED.** This mixture is composed of dwarf growing, large-flowering varieties. It is gorgeous and remarkable both for brilliancy of coloring and perfection of the flowers. Pkt. 5c; oz. 15c; 5 ozs. 45c; lb. \$1.25.



## Tall Nasturtiums

The tall nasturtiums are useful for hanging baskets or on small trellises. Give them a dry, poor soil, as rich soil will make them run to leaf. Mixed, 25c. per oz.

## Dahlia

But few people know Dahlias can be raised from seed and will bloom the first year in Florida. The seeds germinate easily and from the first are strong and sturdy little plants. Plant them in the bed or border of the garden, and from then on they will prove no more trouble than if tubers had been used instead of seed.

**Dean's Special Mixture.** This mixture contains seeds from the beset collections in America and Europe and embraces all the various strains of double-flowering Dahlias, such as Show, Pompon, Liliput and Cactus varieties, also the single flowering and striped sorts. Packet, 60 seeds, 25c.

## Gladiolus

**Many Varieties Mixed.** Can be grown to produce flowers first year if sown early and will make splendid bulbs for second year blooming. Mixed, all colors. Pkt. 15c.

### Brilliant Collection of Dwarf Nasturtiums

This fine collection is composed of Golden King, Cherry-Rose, Dwarf Pearl, and Empress of India. It will give a fine display.

No. 7530	One ounce each of these Four Fine Dwarf Nasturtiums.	25c
No. 7527	One packet each of these Four Fine Dwarf Nasturtiums.	25c



## Florida Blooming SWEET PEAS



Sweet Peas are the delight of the flower garden. Our only wish is that they might bloom longer.

Peas along the border, Peas upon the lawn,

Peas against an eastern wall to welcome in the dawn.

Peas among the Roses, Peas behind the Pinks

Peas to catch the western glow, when evening sunlight sinks.

So many people are disappointed and ask the question, why don't Sweet Peas bloom for me in Florida? The answer is, the proper variety was not planted. Sweet Peas as sold by some seedmen and grocers put up in

little packages is not the variety for Florida. We guarantee our Sweet Peas to bloom if the proper method of cultivation is adhered to. To be successful in raising Sweet Peas in Florida, you should dig a trench eighteen inches deep and eighteen wide. Fill the trench in with well rotted manure and good soil about nine inches. Plant your sweet peas about one inch deep. As the Peas grow fill in around them until the trench is made level with the ground. If you cannot secure well rotted manure, we recommend equally as good, our Special Sheep manure mixture for Sweet Peas..

**Dean's Superb Mixtu<sup>r</sup>e** contains all the pretty shades. Price 50c oz., 1-2 lb. \$2.85

**Enchantress:** Deep Pink, large flowers on long stems, Price 65c ounce.

**Orange Scarlet:** Fiery orange with wings of deep orange, Price 85c ounce.

**Lavender King;** This variety is in a class by itself, a rich, true deep lavender, Price 80c ounce.

**Maroon Prince;** This variety is for those who love dark and richer colors, Price 65c ounce

## Dean's Blue Ribbon Pansies

The Pansy is one of the most alluring of all garden flowers, and yet with all of its charms there are some persons who do not grow them. Every one living in Florida should have a bed of Pansies as they do excellent in this climate during the fall months. They are easily grown and every one knows their value and interest when arranged in a low bowl on the table. Pansies are not a hot weather plant, and therefore should be planted during September, October, November and December. Plants grown from our seed won the Blue Ribbon at the Winter Park Flower Show, last season.

We have some customers who make big profit selling our giant Pansy plants. Do not let the season pass without growing a bed of this most charming flower. Good Mixed \$1.25 per oz. Trimardeau Mixed Giants, \$2.50 per oz. 1-8 oz. 40c. Individual colors, also.

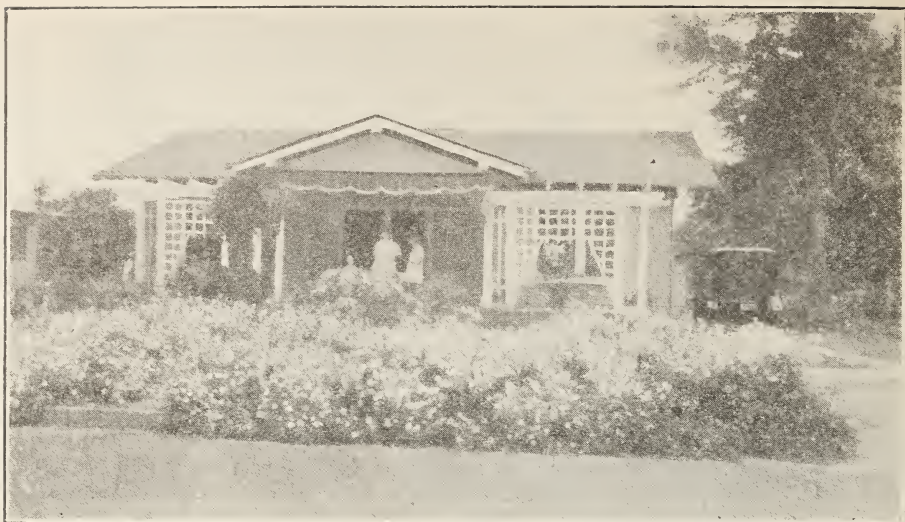
**DEAN'S BLUE RIBBON PANSY MIXTURE**, 1-8 oz., 65c.

Our Lawn and Flower Fertilizer is composed of just the right ingredients to make your lawn the talk of the town.

We carry in stock Calcium Cyanid for the destruction of the Chinch Bug. Make your lawn a thing of beauty. 5 lb. Packages, \$1.50. Ask us for information. We will gladly give it.



MASTERPIECE  
PANSY.



## BEAUTIFUL BED OF SUNBEAM MIXED PETUNIAS

### Dean's Sunbeam Petunias (Mixed)

No home should be without this grand flower. It brightens the home and brings cheer to the heart. No other annual produces so many large flowers of every hue and shade, and the fragrance is delightful. Recently, nearly clear blues have been produced; the deep rich purples and violets are superb; the pinks are dainty and the giant doubles are marvels of the breeders' art. Above is a cut of a large bed of mixed Petunias in front of one of Orlando's beautiful bungalows. Petunias prefer full sunlight, but will bloom in partial shade. They will thrive on most any soil if enriched a little.

Dean's Sunbeam mixture contains all the rich colors as well as lighter shades also. Price \$1.00 per ounce; 1-2 lb. \$6.00; Pound \$10.00

ADONIS; A deep carmine with white throat. Price \$1.00 an ounce.

Countess of Ellesmere; a deep rose with white throat. Price \$1.00

General Dodd Petunia, \$1.00 per ounce.

Lord Counteney; A brilliant Carmine Rose \$1.00 per ounce.

Violacea; Large flowering violet blue.

Rosy Morn; Beautiful pink, \$1.25 ounce.

Rose of Heaven; Price \$1.50 ounce.

General Dodd; Price \$1.00 ounce.

Pendula Royal Purple, Price \$6.50 ounce

Grandiflora; Large flowering mixed; Price \$6.00 ounce.

Large Double Mixed; Price 30c Packet of 200 seed.

Plant from October to March.

### THESE ARE USEFUL FOR CUT FLOWERS

Aerolinum, African Daisy, Antirrhinum (snapdragon), Browallia, Annual Larkspur, Baby's Breath, Bachelor Button, Schizanthus, Calendula, Candy-tuft, Cantaura Cyanea, China Aster, Galliopsis, Tinctoria, Cosmos, Dusty Miller, Forget-Me-Not, Gaillardia, Lupines, Nasturtium, Nigella, Pansy, Phlox, Scabiosa, Strawflower, Sweet Peas, Sweet Sultan.

Plant in Fall or Early Spring Months



# *New Petunia Burpee's Blue*

Who Have Seen This Flower Greatly Admired It

This is an outstanding new Petunia altogether different from other so-called "Blues" introduced heretofore. Burpee's Blue is a rich, clear ultra-marine blue free from any purplish cast or pink tint. The flowers measure 2 1-2 to 3 1-2 inches in diameter. They are borne with the greatest freedom on strong and vigorous plants.

This is a wonderful variety of Petunia for bedding or for growing in window or porch boxes. Without exception all who have seen this flower have greatly admired this unique new color and the freedom with which the plants bloom. Pkt. 50c. 1-32 oz., \$1.50.



## Portulaca

(Rose Moss) 6 in.

This plant will grow and bloom profusely in dry, hot situation, where almost any other plant would soon die. Easily transplanted. In sowing mix the seed with dry sand to insure an even distribution. Sow in March, April and May, and very soon one of the loveliest floral carpets will appear.

Large Flowering Double

White, Pink, Yellow, Scarlet. Each of the above, Pkt. 10c.  
Double Good Mixture. 1 oz. \$2.50; 1-8 oz., 50c.; Pkt. 5c.

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## A FEW LITTLE HINTS

- (1) A bed of blue Bachelor Buttons can be nicely edged with Sweet Allyssum or White Candyturft.
  - (2) Snapdragons of a delicate pink variety will be excellent combined with Dusty Miller.
  - (3) A showy bed of California Poppies in front of taller Pot Marigold. This will be in tones of Orange yellow.
  - (4) In your bed of Pansies transplant a few of the blue Browallia demissa. This will cast a light and airy effect over the whole bed.
  - (5) In a hot, dry, sunbeaten place sow the Portulacca. The seeds self sow and will come up year after year.
  - (6) For the Sweet Pea bouquets do not forget planting some Baby's Breath. This will look well grown in a bed with some annual Larkspur.
  - (7) No annual flower blooms for so long a time as the Petunia. It will not be necessary to combine them with anything else as they are all sufficient to make fine beds or borders. We have the following: General Dodd, Rosy Morn, Lord Countney, Rose of Heaven, Pendula Royal Purple, Mixed and the Large California Giants.
  - (8) If you must neglect your garden, but want a good show, plant a huge bed of Marigold or Zinnias.
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## BORDER PLANTS

Argeratum, Phlox, Poppies, Dwarf Calliopsis, Candyturft, Dwarf Marigold, Dwarf Snapdragon, French Marigold, Lobelia, Tom Thumb Nasturtium, Petunia, Portulacca, Scarlet Flax, Swan River Daisy, Sweet Alyssum and Verbena.



## Dean's Salpiglossis, 2 1-2 ft.

Undoubtedly one of the most attractive annuals and should be in every garden. The blossoms are tube shaped much like a Petunia but rivaling the latter in the beautiful colors displayed. Each flower is veined with a glint of gold, and it is the only flower to our knowledge possessing this odd characteristic. The Salpiglossis is deservedly known as the Orchid of Hardy Annuals. If you are not familiar with this, try one package and we know your garden will always contain it after you have seen it.

Dean's Special Mixture. This mixture is put up by ourselves of special varieties and is without doubt the best mixture obtainable. 1-8 oz., 35c.; Pkt. 15c.

## Salvia Splendens (ScarletSage)

The Salvia Splendens is a standard bedding plant that keeps the garden bright with color until late in autumn. This plant lends itself to many uses; it makes a good pot plant, does well in window boxes; and is useful for cutting. Its best use, however, is as a hedge or border plant, for brilliant color effect. Pkt. 10c.

Plant from November to March.



## Portulaca, Double

See Page 7 for Description

# A CHAIN OF TEN LINKS

A chain is no stronger than its weakest link. There are ten links in the chain called "Success with Seed."

(1) Buy good seed. Good breeding in flowers is as important as good breeding in livestock.

(2) Try some new sorts even if you do not know their names. Variety is the spice of the garden.

(3) Sow a space with flowers large enough to make a good eyeful. One of nature's laws is abundance.

(4) Prepare the soil thoroughly, adding some good fertilizer. Use the spade before the rake. Some folks who do not do this, wonder why the seed germination was so poor.

(5) Sow the seed thinly. This is sometimes a difficult task, so that some gardeners mix sand with the fine seed.

(6) Do not sow deeply. Consider the load that the little sprout has to lift in pushing through the soil. The finest seed should be covered not with soil, but with a piece of burlap.

(7) Thin out or transplant so as to let the plants stand the proper distance apart. Crowded seedlings are tall and leggy.

(8) Cultivate and keep free of weeds.

(9) Most annuals stop blooming when they are allowed to ripen seed. Remove the fading flowers. Better yet, pick the flowers while fresh and enjoy them in the house.

(10) Water thoroughly or not at all. Do not coax the roots to the surface by playing with the water and sprinkling. In planting very small seed, always have a burlap covering the seed and sprinkle water on the burlap.

### FOR POOR SOIL PLANT

Sweet Allyssum  
Balsam  
Bachelor's Button  
California Poppy  
Calliopsis  
Godetia  
Joseph's Coat  
Love-Lies-Bleeding  
Nasturtium  
Poppy  
Portulacca  
Pot Marigold  
Prince's Feather

### FOR HOT DRY PLACES

California Poppy  
Fig Marigold  
Ice Plant  
Mimosa  
Phlox  
Morning Glory  
Perilla  
Portulacca

# Verbena

Verbena is one of the most popular garden annuals and lends itself willingly to many uses. For beds, borders and window boxes it is particularly fine, and is frequently used for an undergrowth to tall plants like lilies. The clusters of showy and often fragrant flowers are borne in constant succession until late in the summer. A carefully selected and improved strain of Verbenas.

## Hybrida

**Defiance.** An intense scarlet.

**Mammoth Mixed.** Producing in handsome umbels flowers of large size in beautiful shades of white, rose, scarlet, blue, purple. 1-4 oz., 40c; Pkt. 10c.

**Dean's Best Mixture.** It includes the dazzling Defiance, the Mammoth White, Purples, Striped, and all Auricula flowered varieties with their large umbels of white-eyed flowers. We feel perfectly safe in stating this mixture of Verbenas will eclipse every other strain offered by any other house, and it will delight everyone. 1 oz., \$3.00; 1-8 oz., 50c; large Pkt., 25c; Pkt. 125 seeds 15c.

Can be planted from November to April.



Verbena--Dean's Best Mixed

## Stocks

### Large Flowering—(Levkojen)

The stocks represent all the desirable qualities of a flower. The plants have good habit, fine dull or glossy leaves. The flowers appear on long, stiff stalks like small rosettes, are exceedingly fragrant and range through a most complete scale of all the soft and distinct shades.

**Dwarf German 10 Weeks 1 Ft.**

This class is a favorite for outdoor bedding.

**Best Mixed. Pkt. 10c.**

Sow from December to March

## Thunbergia

**Alata Mixed (Black Eyed Susan)**—5 ft. A lovely trailing plant with large snowy flowers. It will trail over the ground forming a dense mat of foliage and flowers. Colors range through all shades of yellow, orange, buff to pure white, mostly with jet black centers, or eyes, which are very effective. Sometimes called "Black-eyed Susan." All colors mixed. Pkt. 10c.

Plant Any Month of the year.

### VINCA ROSEA (Periwinkle)—1 Ft.

A real native of Florida. Blooms all the year and reseeds itself. Has dark laurel foliage and handsome pink and white flowers. Seed may be sown any time of the year. Seeds germinate slowly.

White.  
Delicata. Soft pink.  
White with Eye.  
Pink.

Each of above, Pkt. 10c; any 3 pkts, 25c.  
Vinca Rosea, Mixed, Pkt. 10c.

## Dean's Dahlia Flowered

# Zinnias

This most gorgeous annual has a wonderful range of color. Beautiful old rose, dainty cream, striking red and brilliant yellow flowers of velvety texture, extremely double with long stems and good keeping qualities, make this old-fashioned flower a joy in the garden. Our strain produce such enormous blooms they appear as Greenhouse chrysanthemums that have mistaken their time and place of flowering. If you plant but one annual, plant this. The plants may be taken up when in full bloom and transplanted without any visible effect. **Plant from February to August.**

White,  
Cream,  
Buttercup. Deep primrose.  
Apricot Yellow.  
Apricot Orange.  
Flesh Color.  
Salmon Shades.  
Shrimp Pink.  
Pink Shades.  
Rose King.  
Rose Queen

Individual colors, \$1.50 oz.



Zinnia--Dahlia Flowered

## Dean's Superb Mixed Poppies

Gorgeous is the only word that can describe the brilliancy of our Superb Mixed Poppies. They contain all the famous varieties in the widest range of color and shape. Seeds germinate best when ground is cool. Scatter thinly and barely cover the small fine seed. When well up thin to 10 inches apart. They bloom better with plenty of room for development. Poppies should be sown where they are to remain as they need no transplanting. Both single and double poppies are very showy flowers and make wonderful beds and borders. California, the famous flower state, has great fields of poppies along the railroads and highways, the wonder of visitors as well as the admiration of Californians. Florida can do the same. Plant from Dec. to March.

DEAN'S SUPERB MIXED.—Packet, 10c. Oz., 50c.

AMERICAN FLAG—Scarlet and white. Pkt. 10c. Ounce, 50 cents.

## LAWN AND FLOWER FERTILIZER

Our Lawn and Flower Fertilizer is composed of just the right ingredients to make your Lawn the talk of the town.

We sell Bone Meal, Blood and Bone, Sheep Manure, Tobacco Dust, Castor Pumice and Tankage.

## CHINCH BUG IN LAWNS

We carry in stock Calcium Cyanid for the destruction of the Chinch Bug. Make your Lawn a thing of beauty. 5 lbs. Packages \$1.50.

Ask for information, we will gladly give it.



# Climbing Flowers

Climbers add greatly to the beauty and interest of the flower garden. They occupy but little space, and because of their attractive foliage and graceful habit, may be used to good advantage to hide some stiff fence or provide shade for the veranda, etc. They grow rapidly and easily and climb readily if a trellis of wire, strings or brush is provided. Some varieties are most decorative on account of their ornamental foliage, whereas others flower profusely, affording a brilliant display of dazzling colors.

## Moonflower

**MOONFLOWER.**—These beautiful climbers grow rapidly and will reach a height of 20 to 30 feet in a single season. The foliage is large, dense and luxuriant affording splendid shade for porches. Plant the seed 1-2 inch deep in rich soil. The flowers open at sundown, and most varieties have a delightful fragrance.

**2983 WHITE SEEDED.** The vines bear thousands of immense white flowers, many measuring 6 inches across. Pkt. 10c; 1-2 oz. 35c; oz. 65c.

**2991—SKY BLUE.** Of strong vigorous growth; the plants quickly obtain 12 to 15 feet in height. Large sky-blue flowers in September. The flowers measure nearly 4 inches across and are unsurpassingly beautiful—of the soft cerulean blue, shading to white at the throat. Pkt. 15c; 1-2 ounce, 60c.

## Kudzu Vine

**2974.** This is a perennial climber which yearly starts new shoots from the crown of the roots. One of the most rapid growing of all climbers, providing a dense screen of large, rich green leaves. The purple flowers are borne in clusters and resemble Wistaria. Well-grown vines attain a height of 40 to 50 feet in a single season.

1-4 ounce 50c; 1-2 ounce, 95c; ounce, \$1.80.

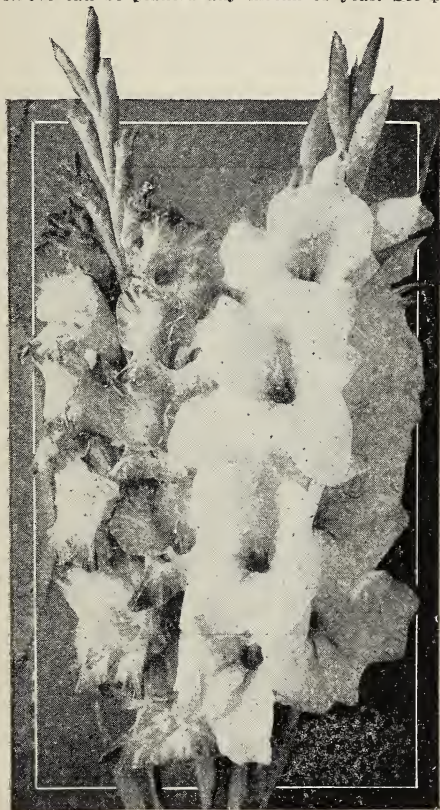
## Cypress Vine

A slender climber of quick growth having small, finely divided dark green foliage. The vines are thickly starred with small, brightly colored flowers. Very desirable for small ornamental trellises or wire supports.

**2919—SCARLET.** Intensely rich scarlet flowers. The vines are simply covered with blossoms. Pkt. 10c; 1-2 oz., 30c; oz., 55c.

**2921 WHITE.** Pure paper-white; rich green finely divided foliage. Pkt. 10c, 1-2 oz. 30c. oz 55c.

Above can be planted any month of year. See page 14 for description of Dean's Thunbergia.



## Dean's Beautiful Gladiolus

Every Brilliant Color

See page 18 for description  
and prices

# Fordhook Phlox

Of all the flowers that are easily grown in Florida, there is none that can surpass the Phlox. Not only are they of easy and quick growth, but their beauty, especially the dark and brighter shades cannot be surpassed. Those who have seen these bright and beautiful shades in a border or a bed can never forget the spot where they grew. Phlox Drummondii Grandiflora is an annual, which should be planted in Florida during one of the following months; Oct., Nov. Dec., Jan. or Feb. After beginning bloom, they continue almost throughout the entire summer. We recommend the Fordhook strain. We know of no strain which produces such a continuous supply of the most attractive flowers in a most wonderful range of colors. All the tints of the rainbow are represented with all possible variations of stripes, veins and eyes.



**DEAN'S GIANT WHITE.**—Magnificent head composed of many white flowers. A very attractive variety for beds and borders. Blooms freely and continuously throughout the summer and fall. Pkt. 10c. 1-4 oz. 50c; 1-2 oz. 95c

**RUBY.** This is a most attractive dark shade. The individual flowers are large and they combine into well rounded heads of immense size. The color of the blooms is a deep maroon or blood red. A rich and impressive color. Pkt. 10c. 1-4 oz., 60c; 1-2 oz., 95c.

**BRILLIANT.** This variety has been very appropriately named as the flowers are a brilliant pink with a distinct red eye. It blooms freely and continuously, making an attractive show until frost. It is one of the brightest. Pkt. 10c; 1-4 oz., 60c; 1-2 oz., \$1.10.

**CARNEA.** This variety is one of the most popular among the lighter shades. The large flowers are light pink and have an apricot center. It is a soft and delicate color. Pkt. 10c; 1-4 oz., 50c; 1-2 oz., 95c.

**Apricot.** A truly glorious shade of chamois-rose with a pure white eye in the center. It is an attractive variety with large flowers, borne in immense heads. Blooms freely and continuously. Pkt. 15c. 1-4 oz. 60c. 1-2 oz. \$1.10.

**SCARLET.** In brightness and richness of color Scarlet occupies an unique place. The individual blooms are large, well formed and of a brilliant scarlet-red. Large, well-rounded heads. Pkt. 10c. 1-4 oz., 50c, 1-2 oz., 95c.

**PRIMROSE.** Our strain of this variety has been carefully selected to produce large flowers of a rich, deep primrose shade. This is one of the largest blooming, with immense heads borne profusely throughout the season. Pkt. 10c; 1-4 oz., 50c; 1-2 oz., 95c.

**ROSE STAR.** A combination of bright rose with a white star-like center. Is most attractive. A magnificent variety with large blossoms borne profusely from early spring until fall. Pkt. 10c.; 1-4 oz., 50c; 1-2 oz., 95c.

**SPLENDENS.** A brilliant variety of rich, red with a contrasting small white eye in the center of each flower. An excellent variety

for either bedding or cutting. It blooms freely and makes a most striking appearance. Pkt. 10c.; 1-4 oz., 50c.

**FORDHOOK CRIMSON.** A magnificent and beautiful shade of crimson which combines well with all other colors of annual Phlox. The blooms are very large, of a solid color throughout and look most attractive if combined in beds with a lighter color. Pkt. 15c.; 1-4 oz., 65c.; 1-2 oz., \$1.20.

**VIOLET.** Careful selection has given us a greatly improved color in this popular shade. The blooms are large and of a uniform bright violet color. It blooms freely and continuously, bearing bold, heavy heads. Pkt. 15c., 1-4 oz., 60c; 1-2 oz., \$1.10.

**LILAC.** This is an entirely new shade among the annual Phlox and we feel sure it will soon be a great favorite on account of its outstanding merits. The color is a bright soft lilac, entirely distinct from any other shade seen heretofore. The color is accentuated by a white eye in the center. Fordhook Lilac is a free bloomer with large flowers borne in handsome clusters. It begins to flower early in the season and makes a wonderful display until fall. Pkt. 15c., 1-4 oz., 60c.; 1-2 oz. \$1.10.

**DEAN'S FINEST, MIXED.** It is composed of the finest and most distinct varieties and will give greatly varied assortment of brilliant colors. The trusses are large, well rounded and closely formed, and the individual florets are of the largest size, firm substance and most distinct and brilliant colorings. Pkt. 10c.; 1-4 oz., 45c., 1-2 oz., 85c.

**STARRED AND FRINGED.** This lovely type is quite an unique departure from the ordinary Phlox. The flowers are either starred or fantastically fringed. Many bright shades, all with a distinct white border. Very attractive in beds or borders, and fine as a cut-flower. Pkt. 10c; 1-4 oz., 50c.; 1-2 oz., 95c.

## Dean's Thumbergia Vine

This is one of the prettiest and most flourishing vines that can be planted in Florida, and for those who would like to have a quick vine and one which will remain the year round we highly recommend the Thumbergia vine. Its growth is so rapid that within a few months if properly trained it will give you all the shade you need on your front porch. We have only a limited amount of this seed in stock, but have at our disposal several hundred large size vines. Price of four seed 35c. Vines, 90c each.



# Larkspur

Quick growing and free flowering annuals for Florida which produce stiffly erect spikes of beautiful flowers in great profusion. They are strictly annuals, being distinct from the Delphinium are Hardy Larkspurs in this respect. When the young plants are well started, thin out or transplant to stand 6 to 12 inches apart. Very showy and easily cultivated. The plants do best in cool and moist ground. Larkspurs are admirably adapted for borders or beds, but they are also very useful for cutting. Within late years florists have been growing large quantities for cut-flowers during summer as well as in winter time. Plant from December to April.

**TALL DOUBLE.** This type of Larkspur produces tall spikes, averaging 30 inches in height, closely set with finely petaled flowers. The individual blooms are an inch or more in diameter. The plants make a strong growth and produce the magnificent spikes in great profusion.

**WHITE.** Pure, snow-white, elegant flowers are set closely on long and stately spikes. The light green foliage is also attractive. Pkt. 10c.; 1-4 oz., 25c.; 1-2 oz., 45c.

**ROSE.** A lovely companion to Double White with large flowers of a lovely rose shade. The spikes are long and graceful. Pkt. 10c.; 1-4 oz., 25c.; 1-2 oz., 45c.

**SKY-BLUE.** Beautiful sky-blue. The spikes are large and compact. Blooms freely and continuously in cool sections. It is a most popular variety on account of its rich color. Extensively grown for winter blooming. Pkt. 10c 1-4 oz., 25c; 1-2 oz., 45c.

**PURPLE.** A rich shade of purple. The flowers are large and being closely set on the flower stem, make an attractive and heavy spike. Very double. Pkt. 10c; 1-4 oz., 25c.; 1-2 oz., 45c.

**FLESH PINK.** A delicate shade of flesh-pink. The blooms are large and fully double. Pkt. 10c; 1-4 oz., 25c.; 1-2 oz., 45c.

**LUSTROUS CARMINE.** The brightness and luster contrast well with the fine light foliage. Strong and closely set spikes. Pkt. 10c; 1-4 oz., 35c; 1-2 oz., 65c.

**DARK BLUE.** Dark blue flowers of large size, set so closely on the stem as to form a solid spike of color. Blooms freely and continuously. Pkt. 10c; 1-4 oz., 25c; 1-2 oz., 45c.



**NEW RED.** The plants average 30 inches in height and carry many large and compact flower spikes. The color is a pleasing rosy red. This color is comparatively new and is considered a worthwhile addition. Pkt. 10c; 1-4 oz. 35c; 1-2 oz. 65c.

**EXQUISITE.** A most appealing bright pink with large blooms closely set on fine spikes. Pkt. 15c; 1-4 oz. 45c. 1-2 oz. 85c.

**MIXED.** This fine mixture comprises all the above and other fine shades of the tall annual Larkspur in a proper proportion of colors. Pkt. 5c; 1-4 oz., 20c; 1-2 oz. 35c.

**DOUBLE DWARF ROCKET, MIXED.** These dwarf Larkspurs make neat little plants about a foot tall. They are grown mostly as beds or borders, or mixed with other annuals or perennials. The plants branch freely and send up numerous flower spikes which are thickly set with finely petaled double flowers of many colors. Pkt. 5c; 1-4 oz. 20c.

## DIANTHUS

### THE POPULAR CHINESE AND JAPANESE PINKS

Few flowers can equal these in beauty and profusion of blooms. They are easily grown and do well in almost any kind of soil and location. They make their finest display in a fairly heavy and fertile soil, developing into handsome plants which are simply covered with blooms all during fall and spring. Height, 12 inches. Sow the seed, Oct. to January.

**1981 CHINENSIS, DOUBLE MIXED.** (Double Chinese Pinks) Handsome clusters of small double flowers of all colors, mostly edged with white. A strong growing variety, unexcelled for borders, beds, or for cutting. Pkt. 10c; 1-4 oz., 35c; 1-2 oz., 65c.

**1989 HEDDEWIGII, Finest Single Mixed.** The individual flowers are 2 to 3 inches in diameter; borne on long stems. Pkt. 5c; 1-4 oz., 25c; 1-2 oz. 45c.

**1994 HEDDEWIGII, Double Mixed.** An unusually fine mixture of double flowers in great variety. extra choice. An excellent free-flowering variety of Dianthus for bedding or cutting. Pkt. 10c; 1-4 oz., 40c; 1-2 oz., 75c.

**1996 MOURNING CLOAK.** Large double flowers of a dark mahogany—almost black—edged with white and shaded red. This lends itself well for borders and cut-flowers. Pkt. 10c; 1-4 oz., 45c. 1-2 oz. 85c.



# *Dean's Rose Collection*

Every Fall and Spring we have a special sale of Rose Bushes. These rose bushes are from the finest nurseries in the country. One of our main ideas in having these sales, is to place rose bushes of quality into the hands of the people at very reasonable prices and at the same time give publicity to our flower seed department. Be sure and watch the local papers for the announcement of special sales. These rose bushes will be sold at the rate of 5 bushes for \$1.00. They are from two and one-half inch pots. They will include the following varieties. Our next sales will be during the months of November, December, January and February.



**MRS. AARON WARD.** Flowers are full and double; in color a distinct Indian yellow, shading lighter toward the edges.

**PREMIER.** A clear pure shade of rose pink in cooler weather. Its freedom of bloom and quick succession of crops makes it a most productive variety..

**RADIANCE.** Brilliant rosy-carmin shaded with rich opaline-pink tints in the open flower which is large, full, of fine form with cupped petals. A constant and fragrant forcer, producing strong, upright canes and an excellent keeper in summer.

**RED RADIANCE.** A bright, cheerful and even shade of pure red; size, foliage, growth and habit same as in the parent "Radiance." A splendid forcer as well as good out-of-door rose.

Two year old bushes supplied at 75c each.

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## *Ageratum*

Ageratum is easily grown, grows quickly and flowers most profusely. The dwarf varieties are extensively used for planting in borders or solid beds. The tall varieties are also fine for larger beds or taller borders and are most useful for cutting. The blooms retain their beautiful rich coloring for a long time after cutting and are therefore exceptionally valuable for bouquets.

Sow the seed during January, February and March

**1505 MEXICANUM, BLUE.** This may be grown to bloom at almost any time of the year, but in the open the plants are simply covered with the bright blue flowers which are borne in clusters all during the summer and fall. Two feet high. Pkt. 10c; 1-4 oz. 30c; 1-2 oz. 55c.

**1506 MEXICANUM, WHITE.** The habit of growth is the same as in the blue variety, but the flowers are white in color. A vigorous and profuse bloomer, covered with beautiful flower-clusters. Pkt. 10c; 1-4 oz. 30c; 1-2 oz. 55c.

# FLOWERS THAT GROW WELL IN FLORIDA

- Asters, Crego Mixed,  $\frac{1}{4}$  oz. 40c; pkt. 10c.  
 Giant Comet Asters,  $\frac{1}{4}$  oz. 50c; pkt. 15c.  
 Acroclinium (Everlasting),  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Alyssum, for borders,  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Snapdragon, Giant Mixed, (also single colors),  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Columbine, Pkt. 15c.  
 Balsam (Lady Slipper),  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Balloon Vine, Pkt. 10c.  
 Calliopsis (fine for cut flowers),  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Calendula (Orange King or Mixed),  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Candytuft (white or mixed),  $\frac{1}{4}$  oz. 50c; pkt. 10c. Fine for borders.  
 Carnation, Marguerite,  $\frac{1}{4}$  oz. 50c; pkt. 10c.  
 Carnation, Extra Choice,  $\frac{1}{4}$  oz. 50c; pkt. 10c.  
 Cockscomb,  $\frac{1}{4}$  oz. 50c; pkt. 10c.  
 Chinese Woolflower (useful for bouquets)  $\frac{1}{4}$  oz. 50c; pkt. 10c.  
 Centaurea (Sweet Sultan),  $\frac{1}{4}$  oz. 20c; pkt. 10c.  
 Centaurea (Corn Flower, good for cut flower),  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Shasta Daisy, pkt. 15c.  
 Cineraria (excellent cut flower), pkt. 40c.  
 Morning Glory, Tall,  $\frac{1}{4}$  oz. 20c; pkt. 5c.  
 Cosmos (double yellow or mixed),  $\frac{1}{4}$  oz. 60c; pkt. 10c.  
 Maurandia,  $\frac{1}{4}$  oz. 50c; pkt. 15c.  
 Verbena,  $\frac{1}{4}$  oz. 50c; pkt. 10c.  
 Bellis, (double daisy), pkt. 25c.  
 Campanula, (double mixed), pkt. 20c.  
 Mimulus, pkt. 15c.  
 Viola Cornutaf, pkt. 16c.  
 Chrysanthemum, pkt. 10c.  
 Clarkia, pkt. 10c.  
 Scabiosa, pkt. 10c.  
 Scabiosa, double mixed,  $\frac{1}{4}$  oz. 20c; pkt. 10c.  
 Verbena, good mixed,  $\frac{1}{4}$  oz. 30c; pkt. 5c.  
 Dean's Double Zinnias, mixed, (almost like a Dahlia),  $\frac{1}{4}$  oz. 50c; pkt. 10c.  
 Perriwinkle,  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Marigold, Orange Prince, db.,  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Marigold, French db. mixed,  $\frac{1}{4}$  oz. 40c; pkt. 10c.  
 Mignonette, mixed,  $\frac{1}{4}$  oz. 20c; pkt. 5c.  
 Nasturtium, tall mixed, oz. 20c.  
 Nasturtium, dwarf mixed, oz. 20c.  
 Dean's 'Special Mixture, oz. 25c.  
 Empress of India Nasturtiums, oz. 25c.  
 Giant Pansies,  $\frac{1}{4}$  oz. 40c.  
 Petunia, (Rosy Morn),  $\frac{1}{4}$  oz. 75c; pkt. 10c.  
 Petunia, (good mixed),  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Petunia, (large double), pkt. 30c.  
 Petunia, (small flowered) very prolific, pkt. 10c.  
 Portulaca, (Sun Plant), pkt. 5c.  
 Phlox, mixed (makes gorgeous beds),  $\frac{1}{4}$  oz. 35c; pkt. 10c.  
 Poppies, (American Legion) dbl.  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Sweet Peas, (winter variety) mixed, oz. 40c.  
 Thunbergia, Alata (rapid climber, most beautiful flowers), pkt. 15c.  
 Salvia,  $\frac{1}{4}$  oz. 75c; pkt. 10c.  
 Stocks, (excellent cut flowers),  $\frac{1}{4}$  oz. 50c; pkt. 10c.  
 Sapphire,  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Kochia, (Burning Bush),  $\frac{1}{4}$  oz. 25c; pkt. 10c.  
 Coreopsis (blooms summer and autumn),  $\frac{1}{4}$  oz. 35c; pkt. 10c.  
 Cypress Vine, oz. 40c; pkt. 10c.  
 Delphinium, (easy culture) Mixed,  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Dianthus or Pinks,  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Digitalis or Foxglove,  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Escholtzia, (California Poppy db.),  $\frac{1}{4}$  oz. 30c; pkt. 10c. (Blooms from June to frost).  
 Gaillardia, (showy, easy raised) mixed  $\frac{1}{4}$  oz. 30c; pkt. 10c.  
 Gypsophila, (Baby's Breath, fine for cutting and bouquets),  $\frac{1}{4}$  oz. 25c; pkt. 5c.  
 Hollyhocks, double mixed,  $\frac{1}{4}$  oz. 35c; pkt. 10c.  
 Moonvine, (dense climber) blue or white, pkt. 10c.  
 Kudzu Vine, (rapid climber), pkt. 10c.  
 Lobelia, (deep blue), pkt. 10c.  
 Lupine, mixed, tall, (useful for borders), oz. 30c; pkt. 10c.

## Dean's Meadow Beauty

This plant is a native of Brazil and there is no flower which can equal it in beauty. It is a bush naturally but if trained on a trellis it is inclined to be semi-vine. There is no plant which does so well in Florida and its royal purple flowers which are about the size of an ordinary morning glory makes an impression on one which is not soon forgotten. You should by all means have this scrub in your front yard. We can supply the plants at \$1.00 each, postpaid.

# When to Plant in Florida

## PLANT IN OCTOBER

Asters, Nasturtiums, Everlastings, Alyssum, Snap Dragon, Columbine, Baloon Vine, Calliopsis, Chinese Wool Flower, Petunias, Phlox, Portulaca, Thumbergia, Salvia, Stocks, Correopsis, Cypress Shasta Daisy, Cineraria, Double Daisy, Canpanula, Chrysanthemum, Scabiosa, Cox Comb, Vine, Delphinium, Dianthus or Pinks, Gailardia, Baby's Breath, Lobelia, Lupine.

## PLANT IN NOVEMBER

Balsam, Calendula, Carnation, Sweet Sultan, Corn Flower, Pansey, Sweet Peas, Petunia, Cosmos, Verbena, Nasturtiums, Perriwinkle, Marigold, Phlox Salvia, Stocks, Correopsis, Dianthus, Gypsophila (Baby's Breath), Moon Vine, Morning Glory, Lupine.

## PLANT IN DECEMBER

Asters, Nasturtiums, Everlastings, Alyssum, Snap Dragon, Columbine, Baloon Vine, Calliopsis, Candytuft, Carnation, Shasta Daisy, Cineraria, Maurandia, Double Daisy, Canpanula, Crysanthemum, Scabiosa, Sweet Peas, Pansy, Petunia, Phlox, Portulaca, Thumbergia, Salvia, Stocks, Sapphira, Kohcia, Cereopsis, Cypress Vine, Delphinium, Dianthus or Pinks, Fox Glove, Gailardia, Baby Breath, Lobelia, Lupine.

## PLANT IN JANUARY AND FEBRUARY

Lobelia, Lupine, Baby's Breath, Gailardia, Fox Glove, Dianthus or Pinks, Cypress Vine, Coreopsis, Kochia, Sapphira, Stocks, Salvia, Thumbergia, Portulaca, Phlox, Petnias, Pansies, Sweet Peas, Scabiosa, Crysanthemum, Campanula, Double Daisy, Maurandia, Cineraria, Shasta Daisy, Carnation, Candytuft, Calliopsis, Baloon Vine, Columbine, Snap Dragon, Alyssum, Everlastings, Nasturtiums, Asters.

## PLANT IN MARCH AND APRIL

Zinnia, Poppies, Nasturtium, Phlox, Snapdragons, Lupines, Cyprus Vine, Gaillardia, Portulacca, Salvia, Candytuft, Coxcomb, Chinese Woolflower, Verbena, Calendula, Marigold, Morning Glary, Periwinkle, Thunbergia Vine, Larkspur, Moonvine, Kudzu Vine.

## PLANT IN MAY, JUNE, JULY

Zinnias, Balsam, Calendula, Marigold, Cosmos, Periwinkle, All kinds of vines, Verbena, Portulacca

## Reed and Raffia

REEDS	Per Lb.
No. 1. ....	\$1.50
No. 2. ....	\$1.40
No. 3. ....	\$1.40
No. 4. ....	\$1.40
No. 5. ....	\$1.25
No. 6. ....	\$1.25
No. 7. ....	\$1.20
¾ inch Flat .....	\$1.20
Split No. 6 at 70c per lb.; 5 lb. lots at 65c per lb.	

**BASKET BOTTOMS**—Round, Square and Oval. Write for prices.

**RAFFIA.** Best grade, f. o. b. Orlando, lb. 25c; 5 lb. lots, per lb., 20c; 10 lb. lots, per lb. 18c; 100 lbs, \$15.00. Bale lots, (about 225 lbs.) per 100 lbs., \$13.00.

**Dyed**—Old gold, pink, purple, emerald green, dark red, bright red, black, navy blue, orange. Per lb., \$1.00; 5 lbs, at 90c; 10 lbs, at 75c. Samples on application.

**BULB FIBRE.** Prepared for growing bulbs in bowls., at \$6.00, 100 lbs.

**PEARL CHIPS** for growing bulbs in bowls, at \$7.50 per 100 lbs.

## ORDERING SEED

Frequently it is asked, why are my flowers so small or of such poor growth? Of course, cultivation has much to do with it, but often the person has purchased inferior seed. Many people buy seed from the pretty picture on the package, not thinking of the contents. Grocers, ten cent stores and some seed houses sell little packets known as consigned seed. No one ever made a flower garden with such seed. We do not encourage the sale of such seed, for we only want to handle the best.

When considering what to plant in Florida, remember that many varieties of flowers one would plant in the springtime farther north in other states, Fall is the proper time here in Florida. On the other hand, our climate is such that many flowers succeed when planted either in the Fall or early Spring.



# Dean's Bulbs for Fall and Spring Planting

We carry a large assortment of Bulbs during the planting season. Our bulbs are especially adapted to Florida and are from some of the best growers in the country. We can truly say that some day Florida will become one of the greatest bulb growing centers of the United States as they do so well in this climate.

## Narcissus Paper White Grandiflora

We will meet  
any reliable compe-  
tition by samples  
and we will  
**PROVE**  
to all new  
**BUYERS**  
what our old  
**CUSTOMERS**  
know.  
It is **SAFE**  
to book your order with  
**DEAN'S**  
**SEED**  
**STORE.**  
20 years in  
Seed Business

We guarantee our bulbs to be the very best to be had, full size and graded by experts who know what French bulbs are. Get samples. Compare sizes, qualities and general appearances as well as prices, then you will know where you are. There is no other or safe way.

"Hot Air" reference to the goods means nothing.

We ask that in ordering this stock from this catalogue you give us the privilege of filling with the next lower size if we cannot furnish the exact size which you order on receipt of this book.

"No Baby Cases"—Honest Grading.

## Our Grades of Paper Whites

DEAN'S JUMBO. 15 ctms. and up. (case 800 to 900). Finest ever. ....	75c doz.
DEAN'S "STAR BRAND." 14 ctms. and up. (case of 1000). ....	75c doz.
"FANCY" 13 ctms. and up. (case containing 1250) .....	65c doz.
"SPECIAL" GRADE 12 to 13 ctms. ....	50c doz.
Narcissus Grand Soleil D'Or. Yellow Paper White. ....	\$1.30 doz.

## Double Narcissus

Orange Phoenix (Eggs and Bacon) white and orange, .....	85c doz.
Sulphur Phoenix, white and sulphur-yellow. One of the best for cutting and unexcelled for funeral work. Profitable variety to grow .....	85c doz.
Von Sion XXX Mammoth Double-Nosed Bulbs, largest and finest roots our growers can select .....	\$1.00 doz.
Von Sion. Fancy Selected Bulbs .....	85c doz.

## Jonquils

Single Yellow, sweet scented .....	65c doz.
Double, fragrant .....	75c doz.
Rugulosus, giant flowered, extra fine forcing .....	75c doz.
Rugulosus Plenus, double yellow flowers on tall graceful stems .....	75c doz.

## FREESIAS--California

This is one of the most profitable and useful bulbs you can grow. Equally good for forcing or for pot plants, and can be had in flower from November on, if properly grown.

White Flowers and Large Bulbs are to be had from the stock quoted below. Their fragrance is unexcelled..

**PURITY (Improved).** Second size, \$2.00 per 100; First size, \$2.75 per 100; Mammoth, \$3.00 per 100

## CHINESE NARCISSUS

### Our Own Importation Direct from Amoy China

This is undoubtedly one of the best bulbs to be had, flowering in water and gravel in from three to five weeks from the time of planting.

Select size 15c each. Mammoth size, 20c each. Jumbo size, 25c each.

# *Gladiolus*

## For Winter and Spring Planting

There is no bulb that will do so well in Florida as the Gladiola. Their beautiful flowers with such a variety of colors can never be forgotten. Florida is ideal for growing Gladiolus. On account of the mild winters we can plant them from October on until March. To grow them on a commercial scale February and March are the proper months to plant.

America—The finest pink Gladiolus. An easy forcer and money-maker for the florist .....	per 100 \$3.50
Augusta—The "Florists" White Gladiolus, Strong, healthy, long spikes of flower, color being pure white with blue anthers. Healthy bulbs .....	4.00
Blushing Bride (or Delicatissima) About the best of this class, splendid forcer, coming into bloom ahead of Colvillei Alba. Flowers are large blush white with pink blotches on three lower petals. Large proportion of flowers open at one time. ....	7.00
Chicago White—The flowers are well expanded, well placed upon the stalk, pure white with faint lavender streaks in the lower petals. It is one of the earliest varieties to bloom. ....	3.90
Halley—This is one of the earliest of Gladioli. Delicate salmon-pink a pale ground showing at the throat, which is marked with small red stripes .....	4.00
Mrs. Francis King—Color is a bright "Flamingo" pink, strikingly attractive. Strong, robust grower and one of the best florist sorts .....	3.90
Mrs. Frank Pendleton—The color is a delicately flushed salmon-pink. The blooms are wide open and are arranged individually on slender but wiry stems. Each flower is strikingly marked with rich maroon blotch on the three lower petals. ....	4.00
Panama—Pink .....	4.50
Peach Blossom. Same class as Blushing Bride, but of a beautiful shade of pink; excellent cut flowers .....	7.00
Prince of Wales—Salmon-pink .....	6.75
Rosy Gem. Pale pink; almost white when grown under glass .....	8.00
Schwaben—Best yellow .....	6.50
LEAN'S BEST MIXTURE (Containing many beautiful dark and light shades. ....	5.00
Less than 100 lots, Add 10%	
Good Mixed Gladiolus .....	2.75

# *Fertilizer and Insecticides*

## **Dean's "Rose Grower" Bone Meal**

This is a special brand we have put up for our trade. It is ground fine, hence acts quickly. Free from acid, and a superb article. It is made from bone accumulated in large slaughter houses and should not be compared with the bone meal made from cattle heads and feet gathered up on the Western prairies. Our "Rose Grower" Bone has been slightly steamed to soften it, and is thus quicker in its action. Analysis: Ammonia 4 1-2 to 5 1-2 per cent; bone phosphate, 48 to 54 per cent; total phosphoric acid, 22 to 25 per cent. Price, 5 lbs. 45c; 10 lbs. 80c; 25 lbs. \$1.55; 50 lbs. \$2.25; 100 lbs. \$3.50; 250 lbs. \$8.25; 500 lbs. \$15.00; 1000 lbs. \$26.50; 2000 lbs. \$52.00.

**Quantity Required**—For trees and vines, 2 to 4 quarts each; for top-dressing 1000 to 1500 lbs. per acre; rose beds and plants, 1 part to about 50 parts soil; for starting a new lawn as a base, 2 to 5 lbs. to 100 square feet.

**NITRATE OF SODA or Chili Salt Peter.** Nitrate of Soda is not a substitute for other lbs. \$12.75; 1000 lbs. \$22.20; 2000 lbs. \$43.20.

## *Dean's Sheep Manure*

This is a pure, natural manure and its effect is immediate; it is excellent for mixing with the soil for greenhouse plants—one part manure and six parts soil. Strewn over and dug into the vegetable garden or placed directly in drills or hills, it promotes a rapid, steady growth until maturity. It makes the richest, safest and quickest liquid manure. For use in liquid form, one pound to five gallons of water will make a liquid which can be used with safety daily if necessary.

Price, 5 lbs. 35c; 10 lbs. 65c; 25 lbs. \$1.25; 50 lbs. \$1.85; 100 lbs. \$3.00; 500 lbs. \$10.90; 1000 lbs. \$18.40; 2000 lbs. \$35.75.

## *Nitrate of Soda or Chili Salt Peter*

**NITRATE OF SODA or Chili Salt Peter.** Nitrate of Soda is not a substitute for other Manures, but we recommend it as the cheapest and best form in which to apply Nitrogen to plants. Gardeners who are using farm manure should continue to use it, but use Nitrate of Soda in addition to other fertilizers. If your object is to grow maximum crops you must furnish the plant with Nitrogen.

## *How to Use Nitrate of Soda*

Remove the lumps before using and break them up, which can be done by pounding. Use as a top-dressing at the rate of 100 lbs. to the acre on the following vegetables, when plants are well established: **Beets, Lettuce, Cabbage, Cauliflower, Cucumber, Celery, Egg Plant, Spinach, Onions.**

For **Asparagus**, a top dressing of 250 lbs. per acre just as soon as the first shoots make their appearance. For **Strawberries**, a top-dressing of about 100 lbs. per acre after the plants have blossomed.

For the **Home Garden** apply as a solution one ounce to two gallons of water. Price (subject to market changes) 5 lbs. 60c; 10 lbs., \$1.00; 25 lbs. \$1.90; 50 lbs., \$3.30; 100 lbs. \$5.55; 500 lbs. \$24.45; 1000 lbs. \$43.80; 2000 lbs. \$71.10. Write for prices on larger quantities.

## **Lawn and Garden Fertilizer**

This fertilizer contains just the right proportion of ammonia, acid and potash to make your lawn the talk of the town. 5 lbs. 40c; 10 lbs. 50c; 25 lbs. \$1.00; 50 lbs. \$1.75; 100 lbs. \$3.00.

**PARIS GREEN**—A poisonous insecticide in powder form, for insects which chew. When applied as a powder, use one part Paris Green to 100 parts plaster or flour. As a liquid, one pound of Paris Green in 150 to 300 gallons of water; if used in fruit trees add one pound quick-lime. Changes with market. 1-4 lb., 20c; 1-2 lb., 35c.; per lb. 55c; 5 lbs., \$2.50; 14 lbs. \$6.00

**FISH OIL SOAP**—Standard wash for trees and plants where insects and eggs affect the bark. Lb., 30c; 5 lbs., \$1.25; 10 lbs., \$2.25.

**FLOWERS OF SULPHUR.** Lb. 10c; 10 lbs., 90c; 50 lbs., \$3.50; 100 lbs., \$5.50.

**BORDEAUX MIXTURE (Dry)** Best fungicide for preventing and curing black rot, mildew blight, leaf curl, scab or other fungoid diseases. 1 lb. will make 5 gallons. lb. 40c.

**CALCIUM CYANID.** for Ants, moles, chinch bug and gophers. Price, 5 lbs., \$1.50.

**TOBACCO DUST.** (Regular Grade). 5 lbs. 30c; 10 lbs., 55c; 100 lbs., \$4.00.

**TOBACCO STEMS.** These prices subject to change without notice on account of the uncertain supply. Price 100 lbs., \$3.25.



# Dean's Hardy Phlox

This is one of the most useful flowers for Florida, the colors varying from pure white to deep crimson. They are not at all particular as to soil, and are exceedingly hardy. To obtain good results it is wise to manure the soil well and give them a fairly open situation, and an occasional soaking of water during very dry weather. Once planted, they require no further attention for several years, but it is advisable to renew them about every fifth year.

The flowering period is from early spring to the middle of September and they grow to heights varying from 1 to 3 and even 4 feet. If the first flower spikes are cut off as soon as over and the plants are given a good soaking, a second crop of bloom extending until late in the fall may be expected. Our collection contains the finest of the new introductions. The colors are very beautiful and striking, and the individual flowers are in many cases twice and thrice the size of older varieties.

Very few people know the real value of Hardy Phlox in Florida. It is best to set them out in Fall or Spring. Whatever you do, don't be without these beautiful flowers. Our stock comes from one of the best nurseries in America. We can make quick delivery from our stock in Orlando after Nov. 15th. Price 25c per plant. Lots of 100, \$20.00.

Anton Buchner. Pure white, strong grower. Eclaircur. Brilliant magenta with lighter halo Europa. White, distinct carmine eye, large flower.

Mad Paul Dutrie. Soft pink suffused white.

Miss Lassburg. Extra fine pure white.

Miss Lingard. (Suffruticosa). Pure white; the earliest of all.

Mrs. Jenkins. A very good white.

Pontheon. Deep salmon rose, very fine.

Rheinlander. A rare variety of great beauty

a rare shade of salmon pink intensified by a distinct claret red eye. Flowers and truss of unusual size.

Rhynstrom. (7 2). Beautiful rosy-pink color not unlike that of Paul Neyron Rose, a good strong grower and very free flowering.

R. P. Struthers. (7 2). Rosy carmine with claret eye. Very bright.

Thor. A splendid new variety of a lovely shade of deep salmon-pink; suffused and overlaid with scarlet glow.

W. C. Egan. Soft pink.

## Dean's Double Dahlias

We offer nothing in this line but the very best. Our mixed double Dahlias contain many brilliant colors in white, pink, yellow and deep red. Undivided field clumps just as they are dug from the ground is the best way to buy Dahlias. These clumps contain from 3 to 6 tubers. Price, per clump, 35c or \$3.50 doz.

## Florida Wild Garden Mixture

This mixture is especially gotten up by us for those who have large estates and for those who have vacant spots around their home where they wish to sow seed broadcast and add a touch of beauty to the place. This mixture will surely please you; give it a trial. Along roadsides and walks it is invaluable as it will add cheerfulness to the whole neighborhood. Price 40c oz. postpaid or \$2.75 pound.

### FLOWERS IN FLORIDA

Florida is the most peculiarly situated state in the Union. Its geographical location brings about a climatic condition found in no other state. A few miles below Jacksonville and you get into this great peninsula where the eastern breezes of the Atlantic kiss and welcome the gentle breeze of the Gulf of Mexico, producing a genial climate almost impregnable to the cold northern winds. With her tens of thousands of lakes and charming scenery, the old grows younger, the young grow healthier, and tropical flowers flourish in abundance. What more could we wish—man's skill and labor will turn this beautiful state into a veritable Garden of Eden. Plant flowers and "then plant some more flowers," there's no limit to what can be done.

# Grass Seeds for Lawn or Pasture

## Dean's Evergreen Lawn Mixture

This is our own mixture and is proving to be an excellent lawn grass where a permanent lawn is desired. It makes a quick show and on well prepared soils soon becomes a beautiful velvety lawn. If watered once or twice a week during the hot, dry weather, it will stay green all the time. Follow our cultural directions and failure will hardly be possible. Price 50c lb.; 5 lbs. \$2.25; 10 lbs. \$4.00.

### LAWN CULTURE

**LAWN CULTURE.** Sow Dean's Evergreen Lawn Grass this fall, for new lawns or reseeded old lawns. For new or remade lawns, spade or plow 12 inches deep. Remove all roots and litter. Apply one bag (50 lbs.) of hydrated, air slacked, lime to each 1,000 sq. ft. (plat 25x50 feet) and harrow or rake in 5 to 10 days after liming, apply 100 pounds of Pulverized Sheep Manure to each 1,000 square feet. (Never use stable or barnyard manure.) Mix in the sheep manure by spading or plowing. Apply garden or lawn fertilizer (commercially known as 8-4-4), 50 lbs. per 1000 sq. ft. Rake thoroughly, mixing fertilizer with soil and working the soil down fine and smooth. Sow the seed carefully so not to skip spots. 8 lbs. of seed will plant 1,000 square feet (20x50 ft.) Plant a plenty of seed or you won't have a thick, velvety lawn.

### ITALIAN RYE GRASS

It is one of the quickest growing grasses, has very tender stalks and leaves, and in addition, abundant growth. Many plant it by itself, but it is also very valuable when planted in mixtures. In Bermuda and other lawns it is valuable during the winter. When the other grasses are dead or dormant, the Italian comes up and keeps your lawn green. Italian Rye grass for lawns makes the quickest show of any grass and is the very best single grass for beautiful velvety green lawns throughout the fall, winter and until the hot, dry summer weather appears. Scratched in Bermuda sod early each fall, you can have a beautiful lawn the year around. Sow about 45 pounds per acre. Postpaid—40c per lb. Not prepaid,—10 lbs. or over, 20c per lb. Write for our best quantity prices when ready to buy.

### PLANT GRASS IN FALL

Practically all grasses do best when planted during the fall months. For lawn or pasture in Florida they should be planted in the fall to give you a beautiful green lawn or grazing pasture all through the winter, spring and until the hot dry sun of summer.

Write us about your particular grass problems, whether you want grass for your pasture, lawn or for a Golf course. Dean is in business to help you make a success.

### ENGLISH OR PERENNIAL RYE GRASS

**ENGLISH OR PERENNIAL RYE GRASS.**—English Rye is very similar to Italian Rye, grows a little slower, but has the advantage of lasting for years. In Florida, however, it cannot be depended on for more than a year. It makes very heavy leaf growth so is fine for pasture or hay. Use it in Bermuda sod to keep the lawn green in the fall, winter and early spring, when the Bermuda is dormant. Being perennial it is especially adapted for pastures and lawns. Sow about 45 pounds per acre. Post Paid—40c per lb. Not Prepaid—10 lbs. or over, 20c per lb. Write for our best quality prices when ready to buy.

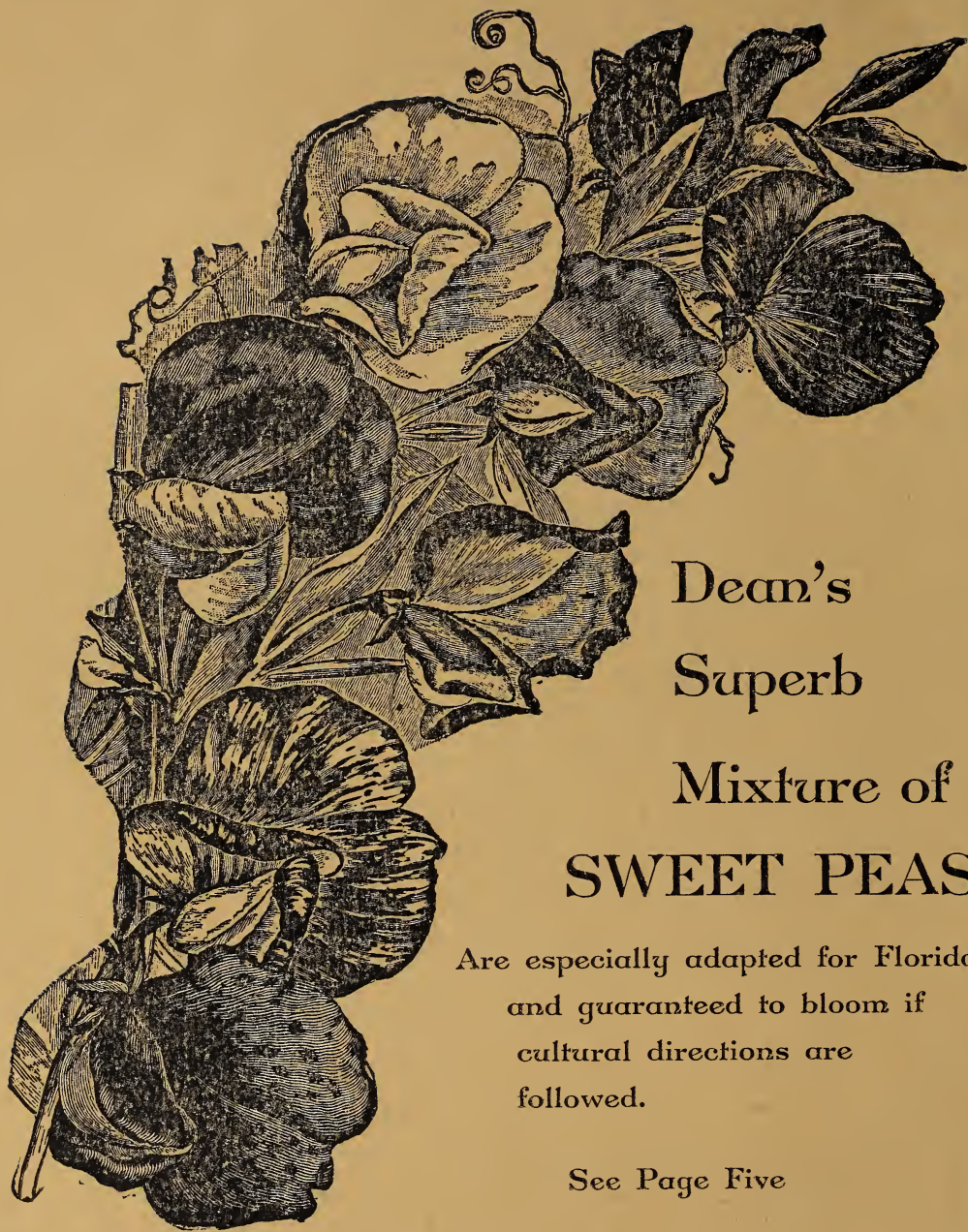
### CARPET GRASS

**CARPET GRASS**—This grass when once started makes a beautiful lawn. It has a beautiful dark green color and makes a permanent lawn or pasture. The only trouble we find with this grass is its slow germination, but if you are willing to wait and be patient, you can have a lawn which will be the talk of the town. Price 50c lb.

### BERMUDA GRASS

**BERMUDA GRASS**—This grass makes a beautiful lawn, very velvety in appearance. If good care be given it, a beautiful permanent lawn can be obtained. It sometimes dies out in patches the same as St. Augustine grass, but if Calcium Cyanid A dust is used it will kill the bug that infects it. Price 75c lb.





Dean's  
Superb  
Mixture of  
**SWEET PEAS**

Are especially adapted for Florida  
and guaranteed to bloom if  
cultural directions are  
followed.

See Page Five

**DEAN SEED COMPANY**

ORLANDO, FLORIDA